

Horizon 3 Market Leader
Cohesive solutioning for the Generative Enterprise extensively leveraging AADA quadfecta

HFS Horizons

**AADA Quadfecta
Services for the
Generative
Enterprise, 2024**

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Aims to empower enterprises through autonomous AI, integrated data platforms, and scalable automation solutions



Access the report at www.hfsresearch.com

Value proposition: Infosys Topaz enables enterprise clients to optimize business processes, drive innovation by leveraging autonomous AI and data-driven platforms, and achieve scalable automation across diverse industries.

Key differentiators: Infosys' 3I Framework differentiates by integrating human and AI collaboration through clear roles, intuitive interfaces, and effective communication protocols. The firm has established strategic alliances with leading technology providers such as Microsoft, Google, and NVIDIA, enabling seamless integration of cutting-edge AI tools and cloud platforms for its clients. Over 270,000 of its employees have been trained in AI/GenAI skills, ensuring its expertise to deliver AI-first strategies across all business functions.

Outcomes: Infosys implemented an e-retail marketplace acceleration platform for a leading global cosmetic company, resulting in a 37% increase in total traffic, a 32% boost in conversion rates, and a significant performance lift, reducing evaluation and execution time from eight weeks to real time.

Client and partner kudos: Clients commend Infosys for its deep technical expertise in AADA. Partners believe it has AI and automation embedded into its core.